

Activity # 3-6

Television Commercial

Learning Activity: Television Commercial

Goal: Foster team building.

Materials:

Paper and writing utensils

Flipchart pad

Markers

Other props to be determined

Time:

30 minutes

Instructions:

Divide group into teams of no more than 6 members.

Instruct them to create a 30 second television ad. Their ad must market their team, profession, or organization. (It can emphasize the customer service perspective of what they do.)

Variations:

Instruct teams to create print ads.

Invite teams to advertise their interests, values, beliefs, or concerns. Ask the teams to relate these topics to customer service excellence.

Key Learning Points:

This is designed to create team spirit and how their jobs relate to customer service.

Television Commercial

Overview:

This is an excellent opener for rapid team building.

Procedure:

1. Divide participants into teams of no more than six members.
2. Ask teams to create a 30 second television commercial that advertises their team, their profession, or their organization.
3. The commercial should contain a slogan (for example, “Coke’s the real thing”)
4. Explain that the general concept and an outline for the commercial are sufficient. If team members want to act out the commercial, that is fine too.

Variations:

1. Have teams create print advertisements instead of television commercials.
2. Invite teams to advertise their interests, values, beliefs, or concerns. Ask teams to relate these topics to the subject matter of the course.